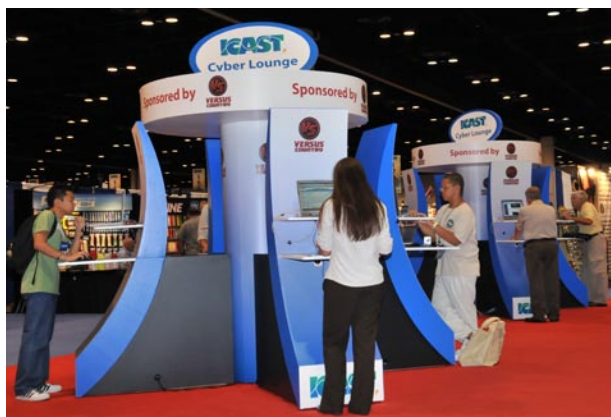


ICAST 2009 Continues Tradition as World's Largest Sportfishing Trade Show

Show draws largest crowd in more than 10 years to Orlando, Florida

From exhibitors to buyers to outdoor media, a record crowd of nearly 7,400 representatives from the global sportfishing community converged on the Orange County Convention Center in Orlando, Fla., July 15–17, for the world's largest sportfishing trade show. The International Convention of Allied Sportfishing Trades (ICAST), produced by the American Sportfishing Association (ASA), represents the cornerstone of the sportfishing industry, driving sportfishing companies' product sales year round. It is the showcase for the latest innovations in gear and accessories.

"There is nowhere like ICAST, where the global sportfishing industry can come together to see the latest in gear and accessories and network with colleagues and friends," said ASA President and CEO Mike Nussman.



The Cyber Lounge, sponsored by VERSUS, was in high demand throughout ICAST, providing e-mail and Internet access for attendees.



ICAST attendees flocked to the show on the morning of July 15, the first day of the show.

"In this economy people know they need to be smart about where and how they do business. I'm gratified that attending ICAST was high on everyone's list making this one of the most attended shows in more than 10 years."

ICAST 2009 featured 396 exhibitors filling 1,200 booths. With a strong attendance from Florida and the Southeast, more than 2,300 buyers and 525 media representatives attended the show. International ICAST attendance continues to increase with more than 700 attendees from 63 foreign countries at the show.

Bruce Stanton, vice president and general manager for PRADCO-Fishing, said that ICAST 2009 worked well for his company. "Because of our company's new *article continues*



ICAST 2009, held July 15–17, featured 396 exhibitors filling 1,200 booths spanning 400,000 square feet in the Orange County Convention Center in Orlando, Fla.



Representatives of Tuscaroran Pro-Lures, a show sponsor, met with attendees in their booth.



Alan Routh of CB's Saltwater Outfitters checked out a reel in an exhibitor's booth during ICAST 2009.

emphasis on the saltwater market, ICAST 2009's Orlando location was a home run for PRADCO-Fishing. Of the 14 ICAST shows I've worked for PRADCO, this one appeared to have the most dealers and buyers who were truly interested in our product line. I also walked the show the last day in my role as a member of ASA's board of directors to help gauge other exhibitors' experiences. I heard only one negative comment, and that was from someone who preferred Las Vegas because he liked to gamble! In my opinion, it will never be a gamble to keep coming back to Orlando."

Matt Paino, CEO of Optimum Bait Company, says that as CEO of an international company, ICAST provides an opportunity for him to maintain and make new contacts. "We conduct business in many countries on four continents. ICAST is an efficient, pleasant way to maintain critical personal contact with our contacts and media alike, both domestic and international. We hope to host this great event one day from our hometown of San Diego!"



Attendees packed the aisles of ICAST 2009 in Orlando, Fla. ICAST had its highest attendance in more than 10 years.

ICAST will return to Las Vegas in 2010 and 2011. ICAST 2010 will be held July 14–16, 2010, at the Las Vegas Convention Center and ICAST 2011 will be held July 13–15, 2011, at the Las Vegas Convention Center. ■